

Exhibit 05

stockx.com /news/current-culture-index-2021/

StockX Snapshot: Current Culture Index

Jesse Einhorn :: 1/13/2021

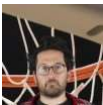


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SNAP ALWAYS VERIFIED AUTHENTIC SHOT

Current Culture Index

January 13, 2021



Jesse Einhorn

Senior Economist at StockX

This annual report reveals the key facts and trends driving the growth of our marketplace.

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2020 was a year of extraordinary growth for StockX and unprecedented disruption across the broader market. Our latest Snapshot report – the annual Current Culture Index – reveals the key facts, figures, and storylines behind this pivotal year. Jordan Brand reigned supreme on the sneaker market; next-gen gaming consoles from PlayStation and Xbox rocketed to the top of our sales rankings; trading cards and collectibles saw exponential growth, and newer names like Cactus Jack and Anti Social Social Club made waves. The platform had a record-breaking year, processing 7.5M trades and \$1.8B in GMV. Check out the full Snapshot report for a detailed accounting of the best-selling brands, hottest products, and market-moving artists, plus a glimpse of what to expect in the year ahead.

You can download the [full report here](#). Or keep scrolling and read below:



StockX Snapshot: Current Culture Index 2021

After a year of transformative change and disruption, e-commerce platforms have emerged stronger than ever. From the convenience and access afforded by online shopping, to the value of direct relationships with customers, the advantages of marketplaces like StockX have never been more pronounced.

The platform saw record-breaking growth in 2020 as our global community expanded and worldwide demand for coveted, limited-edition items reached dizzying highs. In this report, we take a look at the products, brands, facts and figures that defined our marketplace in 2020 and what to expect in the year ahead.

State of StockX

7.5M+
2020 TRADES

\$1.8B

OWS

2020 GMV

900,000
LIFETIME
SELLER

200M+
GLOBAL VISITORS
IN 2020

ACTIVE BUYERS UP
90+% YoY

GROWTH DRIVERS

- Female users up **100+%** YoY
- Electronics trades up **75x** (Q4 vs. Q3 2020)
- Non-US buyers up **100+%** YoY

\$2.8B
STOCKX VALUATION

\$3.8B
LIFETIME
GMV

Big
Facts

StockX achieved break-even in Q3 2020.

Sneakers

Top Brands

Total Trades (2020)

Rank*	Brand	Avg. Price Premium (Above Retail)
1		54%
2		46%
3		32%
4		30%
5 ▲ ₁		39%
6 ▲ ₁₀	YEEZY (Not inclusive of adidas Yeezy)	203%
7 ▼ ₂	VANS	39%

* Symbols indicate YoY change

Top Silhouettes

Total Trades (2020)



Big Facts

StockX is a **top-ten** preferred footwear brand among male teens.

Source: Piper Sandler "Taking Stock With Teens" Report, Fall 2020

Electronics

Electronics

Top Electronics Categories

Total Trades (2020)

Gaming
Consoles



Graphics
Cards



Headphones
& Headsets



Gaming
Accessories



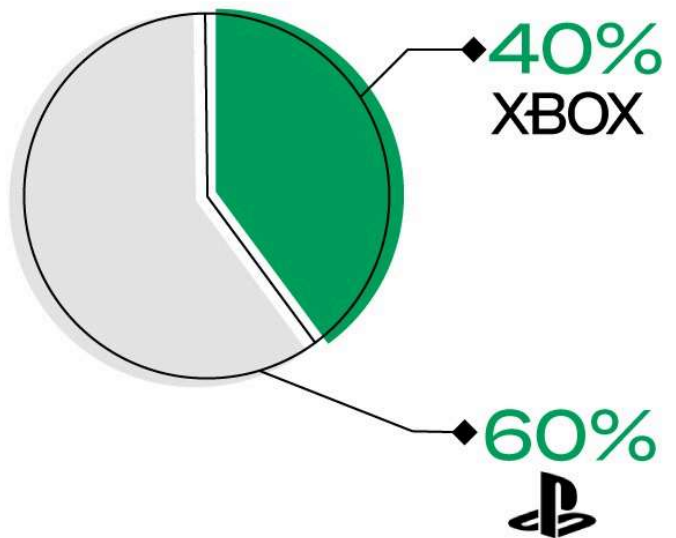
Games



Launched in 2020, StockX's electronics vertical boasts **300+** products from more than a **dozen** different brands.

Total Trades

PlayStation 5 vs. Xbox Series X/S



Big Facts

Based on GMV, the top two products in 2020 across all categories on StockX were the **PlayStation 5 Blu-Ray Edition (No. 1)** and the **Xbox Series X (No. 2)**.

Apparel & Accessories

Apparel & Accessories

Top Collaborations

Total Trades (2020)



Top Brands

Total Trades (2020)

Rank*	Brand	Avg. Price Premium (Above Retail)
1	Supreme	67%
2 ▲2	Cactus Jack	53%
3 ▲2	FEAR OF GOD	50%
4 ▼2	BAPE	11%
5 ▲3	Nike	45%
6 ▲53	ANTI SOCIAL SOCIAL CLUB	75%
7 ▲2	Off-White™	-18%

* Symbols indicate YoY change

Big Facts

While **Louis Vuitton** still holds the **No. 1** spot as the best-selling brand for luxury accessories on StockX, we've seen major gains from new names like **Telfar**, which ranked **No. 3** on this year's list.

Collectibles & Trading Cards

Top Artists/Brands

Total Trades (2020)



1
KAWS



2
Supreme



3
Bearbrick



4
Virgil Abloh



5
Takashi Murakami

Best-Selling Players

Total Trades (2020)



1
Luka Doncic (NBA)



2
Zion Williamson (NBA)



3
Ja Morant (NBA)



4
Michael Jordan (NBA)



5
LeBron James (NBA)

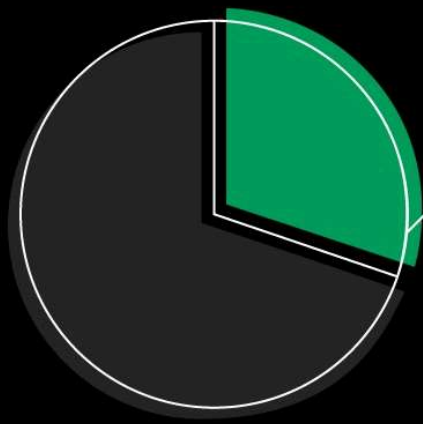
Big Facts

In 2020, Pokémon card sales on StockX increased **100x**, fueled by high demand from buyers in Germany and the UK.



Global Growth

2020 StockX GMV



The number of sellers located outside the US **more than doubled** in 2020, and accounted for **30+%** of StockX's total GMV for the year.

Big Facts

StockX has **10** authentication centers and Drop-Off locations across **three** continents.

Key Markets

MARKET	GROWTH STAT	BRAND SPOTLIGHT
UK 	+150% YoY Buy-side Trades	 Purchased 2x global average
France 	+260% YoY New Buyers	 Purchased 1.5x global average
Canada 	+120% YoY Sell-side Trades	FEAR OF GOD Purchased 2x global average

Italy	+265% YoY Buyer GMV	Off-White™ Purchased 2x global average
Germany	+245% YoY Buy-side Trades	CHUCK TUCK Purchased 2.5x global average
Hong Kong	+195% YoY New Sellers	XX Purchased 5x global average
Japan	+425% YoY Seller GMV	new balance Purchased 4x global average
South Korea	+175% YoY Sell-side Trades	Supreme Purchased 2.5x global average

A Look Ahead: 2021



Walking the Walk: Sustainable Sneakers

From the Nike Space Hippy to the Yeezy Foam Runner, StockX customers spent more than **\$10 million** on sustainable footwear in 2020. As more consumers seek out ethical and eco-friendly products, a growing number

of brands will look to synthesize sustainability and fashion.



Collaboration Craze Takes Over Gaming

Gaming's popularity reached new heights during quarantine, as did limited-edition collaborations between gaming and streetwear brands. From Travis Scott x Fortnite merch to BAPE mousepads, these partnerships drove more than **5,000** trades in 2020, and we expect this trend will accelerate in 2021.



Side Hustle Nation

Amidst the pandemic, huge numbers of people turned to reselling as a side hustle, and new category growth on StockX created more opportunity than ever before. In 2020, over **60%** of sellers on StockX were new to the platform. In the year ahead, we predict even more budding entrepreneurs will tap StockX to turn their passion into profits.



Jordan Mid Mania

In 2020, the Jordan 1 Mid silhouette took Europe by storm, accounting for as much as **50%** of Jordan sales in select markets. In 2021, we expect Mid mania to make a transatlantic journey to US shores, as their price accessibility and OG colorways make the model an increasingly attractive option for American buyers.



Trading Cards Revival

Trading cards have seen a resurgence in popularity, with sales on StockX up an incredible **4,000%** in 2020. Whether motivated by nostalgia or investment opportunity, the renewed interest and surge in demand will drive the category to new highs in 2021.



Mid-Size Brands Make Waves

The streetwear landscape was once dominated by a few big names (think Supreme and BAPE) but brands like **Fear of God** and **Cactus Jack** are increasingly stealing market share. Gen Z consumers — who are at the forefront of current culture — will continue to propel new brands into the limelight.



Global Trade Accelerates

Following the release of the Yeezy Boost 350 Cinder in March 2020, sellers in the UK exported the sneakers to buyers in **67** different countries across six continents. When the PlayStation 5 was released in November 2020, it became an instant international sensation and sellers in the US exported the consoles to **71** different countries. Global demand for current culture products continues to accelerate, and thanks to StockX, even more buyers and sellers around the world will be able to trade on the global market.





Jesse Einhorn

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